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Nora District adds new retailers as it barrels toward 2025 opening in West Palm Beach



See the \$1 billion Nora district construction progress in West Palm Beach

Construction and renovations are underway at Nora, the \$1 billion dining, business and residential district north of downtown of West Palm Beach

In just one year, the \$1 billion [Nora dining, retail and entertainment district](#) in [West Palm Beach](#) has gone from shovels in the ground to a project now months away from opening its doors.

It's a fast start for the largest planned redevelopment in the city's history since [CityPlace](#).

Nora officials say the pace reflects the continued interest by companies, retailers and even hoteliers in planting a flag in this coastal city. At least a dozen retailers are signed for the project, including seven restaurants.

And Nora officials aren't just letting *anyone* lease space in the project.

"I went through 37 coffee shops until I found the one I thought was the right fit," said Nora's leasing director, Francis X. Scire.

The Palm Beach Post



Nora district taking shape on first phase of construction near downtown West Palm Beach

Construction and renovations are underway at Nora, the \$1 billion dining, business and residential district north of downtown of West Palm Beach

In June, the company announced an important milestone: The securing of an \$84 million construction loan from Bank OZK for the new buildings and rehabbed warehouse spaces that make up the first phase of the project. The loan reinforces the project's firm footing as it barrels toward an opening in early 2025, said Ned Grace, a partner in West Palm Beach's NDT Development and a Nora developer.

The opening also comes as the city's profile continues to rise nationally as a business and residential destination, further boosting Nora's appeal.

"There's more and more confidence in the project, and over time this has led to a higher caliber of potential tenants for us," Grace said.

What is Nora?

Nora is short for North Railroad Avenue, the district's western boundary. The district stretches from Seventh Street north to Palm Beach Lakes Boulevard.

The newly created city sector encompasses 40 acres, of which the Nora development group owns between 13 to 15 acres.

Between 2018 and 2021, NDT Development began buying vacant parcels and old warehouses in this northern section of the city after company officials saw how the city's south side was filling with new apartments, offices and shopping complexes.

NDT then brought in Place Projects, an early developer of Miami's Wynwood, to help transform the warehouse neighborhood into what is now called Nora. Wheelock Street Capital also partnered on the venture.

The Palm Beach Post



Nora, West Palm Beach's newest planned dining and entertainment district.

Nora, West Palm Beach's newest planned dining and entertainment district, when completed is expected to reach 1 billion dollars.

Developers first confirmed plans for the new neighborhood [three years ago](#).

By 2023, [builders and city leaders were gathering](#) in a converted warehouse along North Railroad Avenue for the project's groundbreaking.

Since then, Nora executives have inked numerous deals in their bid to create a buzzy district. Some of the eateries are familiar brands from the Northeast, while other restaurants and shops are up-and-comers.

Work is ongoing on Nora's first phase, the transformation of old warehouses along North Railroad Avenue into a space for restaurants, offices, stores and gyms to create the district's Main Street.

Some 13 buildings make up the 156,000 square feet planned for Main Street. These buildings are either rehabs of old structures or new construction. Second-floor showroom and office space also will be built as part of this phase.

In addition, a large, private members-only club will occupy most of a 1925 warehouse at 925 N. Railroad Ave., Grace said. This building is in the heart of the Nora district.

The Palm Beach Post



Rendering of Nora, the entertainment and dining district planned for the north side of downtown West Palm Beach. ASD Sky

Nora developers seek best operators, in every category

From the outset, Nora's developers set their sights on creating an authentic neighborhood featuring touches of luxury. To do so, they hired Scire, a veteran leasing expert who previously leased out the Royal Poinciana Plaza in Palm Beach.

The nation's top restaurant, bar and hospitality operators expressed early interest in Nora, Scire said, but since the coronavirus pandemic, they now all want a place in Florida's Next Big Thing.

Scire said he's trying "for the best of everything" to cater to the sophisticated clientele that has moved to Palm Beach County. Whether it's upscale cuisine or casual food, "we're being very selective," Scire said.

Signed eateries include [Loco Taqueria & Oyster Bar from Boston](#) and several New York-based eateries, including H&H Bagels, Van Leeuwen Ice Cream and [Juliana's Pizza](#). New York's The Garret Group also plans a sports bar.



Exterior rendering of H&H Bagels, coming to the mixed-use Nora dining and entertainment district in West Palm Beach. ASD Sky

The Palm Beach Post

In addition, West Palm Beach's Celis Juice Bar and Café will open a Nora location.

A new, recent addition to the food line up is Del Mar Mediterranean Restaurant, featuring seafood and influences from Greece, Southern Spain, Morocco, France, Italy, and Turkey. The eatery is part of the Cameron Mitchell Restaurants Group of Columbus, Ohio.

Another three restaurant spaces still are available for lease, but Scire said he's holding them back to see what the competition looks like once all the Nora eateries open.

As for the identity of the coming coffee shop, Scire is mum, for now.

Gym or facial? Yes to both at Nora

In addition to dining, fitness also is a big focus of Nora, and Scire has inked leases to bring boutique fitness brands [Rumble](#) and [Solidcore](#).

Rumble offers classes that feature boxing, weights and a high-intensity workout. Solidcore offers a high-intensity, low-impact full-body workout that uses the brand's Pilates-inspired reformer.



Exterior rendering of Rumble and SolidCore boutique fitness centers planned for Nora in West Palm Beach. ASD Sky

In addition, Nora features several stores catering to wellness and beauty, including Sana Skin Studio, offering facials and skin-care product.

"This is a community that is very focused on wellness and maintaining and delaying the aging process," Scire said. ("Sana Skin) is a wonderful addition."

In addition, clothing boutique Mint is opening its first store outside New York, and The Spot Barbershop, a classic barbershop from Miami also offering contemporary styling, will open at Nora as well.

The Palm Beach Post



A visual tour of Nora: West Palm Beach's newest district, a major hub of restaurants, bars

The Nora district will showcase new restaurants, art galleries and bring a new vibe to a neglected part of downtown West Palm Beach.

Nora: Shades of Wynwood but with a luxury twist

The group's splashy backers have drawn attention from other major real-estate firms.

One is Witkoff Group, a major hospitality developer that this year bought the Banyan Cay Resort & Club from a lender. Witkoff recently announced plans to turn the West Palm Beach hotel and golf club into an ultra-luxury destination, including a renamed golf club, [Dutchman's Pipe](#).

In a recent interview, Alex Witkoff, the company's co-chief executive, likened the change taking place between West Palm Beach and Palm Beach to the dynamic that took place with Wynwood.



Rendering of 925 N. Railroad Ave., a building in the Nora district. The old warehouse is slated to be transformed into a private members-only club. ASD Sky

The Palm Beach Post

Wynwood is a neighborhood north of downtown Miami dotted with warehouses, harkening to its roots as a garment-industry enclave. About 20 years ago, Wynwood began its transformation when artists began using old warehouse buildings as canvasses for murals. Investors bought buildings and turned old industrial spaces into art galleries, trendy eateries and bars, and boutiques.

Now the community not only is a thriving residential and business destination, but it also is adjoined by the Miami Design District, an enclave of designer brand stores including Hermes, Chanel and Louis Vuitton.



Founder and managing principle of Place Projects Joe Furst, left, NDT Development co-founders and managing partners, Ned Grace, center, and Damien Barr at the groundbreaking ceremony for Nora, the \$1 billion dining, business and residential district north of downtown West Palm Beach, Florida on May 31, 2023. GREG LOVETT/THE PALM BEACH POST

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[Nora's](#) second phase will see construction of apartments and a hotel.

The 201-room Nora hotel is under development by New York's Richard Born and Ira Drukier of BD Hotels, along with acclaimed hotelier Sean MacPherson.

These hoteliers are behind some of New York City's notable hotels including The Bowery, The Jane, The Ludlow and The Mercer. BD Hotels is the largest independent operator of hotels in New York.

The hotel will feature a signature restaurant and a 25,000-square-foot rooftop bar and restaurant on the property's north side.

Grace said the hotel's construction is slated to start shortly, with completion slated for early to mid-2026.